

George Washington, the father of the glorious land in which we live, did much for the cause of honest advertising when he TOLD THE TRUTH about that cherry tree affair. People talk about it to this day.

A. G. C.

ADVERTISING CONSTRUCTION SIMPLIFIED

By A. G. CHANEY

Author of "Reducing the Cost of Selling"

PRICE 50c
POSTAGE PAID



THIRD EDITION

SIMPLIFIES DIAGRAMING, USE OF TEXT AND DISPLAY TYPES, CON-
STRUCTION, TYPEWRITER SCALES FOR PREPARING COPY FOR ANY
GIVEN SPACE, BARGAIN ADVERTISING, STORE NEWS ADVERTISING,
DISPLAY OF SMALL SECTIONS, APPROPRIATIONS, ETC. :: :: :: ::

FLORA BOOK COMPANY

P. O. Box 1214

DALLAS, TEXAS

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By A. G. CHANEY

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COMMERCE
READING
ROOM

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IT IS ESTIMATED that the total volume of retail advertising in the United States reaches the stupendous figure of about \$410,000,000.00 and almost doubles in volume the total annual advertising of manufacturers and wholesalers per annum.

So this book is devoted almost exclusively to retail advertising, yet principles are brought forth which will apply to all kinds of advertising, be it special or general.

By special advertising I mean publicity which is calculated to get immediate results. General advertising is of a wider scope. A man may read of some new breakfast food in a New York newspaper, again in some magazine as he is flying across the country in a Pullman, and still other times in Chicago and Denver papers, and then make the purchase of a trial package in San Francisco. This is general advertising in its broadest sense. You may have a lot of billboards, and they may be bringing you all kinds of returns, but people seldom enter your store and say, "I saw your billboard advertising and have come in response." So the direct returns of general advertising are hard to determine. Yet people do come into your store thousands of times a day and say, "I want to see some of the \$1.00 dress goods on sale at 79c, which was advertised in Sunday's or Monday's paper." So it is easy to trace returns from special retail or department store advertising. Briefly this tells you the difference between general and special advertising. One line is best for some classes of business, and the other is equally good for merchandising of a different character.

Retail advertising, that is, successful retail advertising in this country, dates back some eighty years, and was the advertising of A. T. Stewart, and was followed by more extensive publicity by

[3]

Commerce Bldg E 9th 38c14 34

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John Wanamaker some fifteen or twenty years later.

From those early dates, when the advertising was very much limited, until the present day, when most of the stores in every city use a full page every Sunday, and the largest stores making use of pages and more every day of the year, there has been all kinds of retail advertising.

There has been good, bad and indifferent advertising; honest and dishonest advertising. All kinds getting more or less results. The results you will get from your advertising is somewhat determined by its standing in comparison with other advertising in the medium in which it is placed. Yet the fact that you have the best advertising in your community does not prove that it is 100 per cent efficient, and it may suffer by comparison with the best advertising of merchants in other cities.

So what you want is thoroughly efficient advertising; the kind that gets the best results—the business-building kind of publicity which will stand the acid test in any location, be it New York, Texas, California or any section of the country.

In my opinion there are general laws governing retail advertising that tend only towards success. I do not believe that every store's advertising is strictly an individual case.

It is my endeavor to place these general laws before you; exploit their practicability in all cases. This I have done in ordinary terms and not technical phrases.

A. G. C.

ADVERTISING IS SIMPLY NEWS

Advertisers are not born, as some one has said, but good writers of advertising are being made every day. Some treat advertising as a mystic art, when it is the simplest thing on earth, after the principles governing it have been mastered. It is simply salesmanship on paper.

Yet to be a writer of good advertising you should know your goods, the people you are talking to, and be thoroughly familiar with type in all its uses and abuses.

Please compare advertising with the daily newspapers. Take the newspaper as a whole, a single issue; and take one of your advertisements as a whole. Just take a page advertisement for the sake of comparison. The Advertising Manager of the store and the Editor of the newspaper have similar duties. The Editor is to determine which is the best piece of news his reporters have for the day, and will make this the feature of the issue. It will most likely be located on the first page under a big scare head. The other pieces of news will have heads and locations as befit their importance. And so the paper is made up.

The Advertising Manager should treat the buyers of the store as his reporters. They are to give him the news of the business. The one that has the most interesting store attractions for the public should have the best and largest space, and the other items in the advertisement will be located as to their importance.

This gives you the most practical idea for governing the construction of your advertising, and

if the viewpoint is taken from the customer's attitude, instead of that of the store, it will be found thoroughly practical in all cases.

The best advertising there has ever been, and the best there ever will be, IS STORE NEWS. Yet this wants to be told in a terse, interesting manner. Let the advertising embrace items of general information, as well as strictly merchandise news, and it will be read by a greater number of people.

Walter Dill Scott, who has made such a close study of psychology in connection with advertising, and whose experiments have resulted in determining many previously unknown facts, tells us that the average reader only devotes ten minutes to looking at the advertising in any of our national magazines, and that when it comes to the newspapers the time is much less.

The construction of your advertising will be most important when you are endeavoring to get the attention of a reader of a newspaper or magazine. Now, the greater part of these readers are what I term glancers. They are largely in the majority. They turn page after page, simply glancing at the advertising, until you have gained their particular attention by the use of a clever headline or effective illustration.

Advertising seeks to influence the minds of possible buyers, and in advertising the mind is reached almost entirely through the eye. The advertising that will rank high in efficiency must first embody every psychological law of attention. It is the trick of arresting the eye, or attention, of the reader, as he or she glances from page to page of the newspaper or magazine, that's all-important.

Walter Dill Scott gives us six psychological laws to govern attention in advertising. I give

these to you as I interpret them for use in your daily work.

First Principle. The power of an object, or advertisement, to force itself into our attention, depends on the absence of counter attractions. You can make use of this principle by the size of your advertisements. The full page advertisement, in a manner, cuts out all counter attractions. Other advertisements should be of such size, or effective display, as to command attention. It is almost useless for me to suggest the benefits of the direct appeal, the individual letter, novelties, etc., when this principle is considered.

Second Principle. The power of an object, or advertisement, to attract attention, depends on the contrast it forms to the object, or advertisements, presented with it, preceding or following it. The effect produced by a flash of lightning on a dark night, or the hooting of an owl at midnight, are instances of extreme contrast. You can utilize this principle by making your advertisements attractive in appearance, giving them a pronounced contrast in style to the others appearing in the papers or magazines.

Third Principle. The power of an object, or advertisement, to attract attention, depends on the tensity of the sensation aroused. The bright headlight of the locomotive, the red lanterns used as danger signals, arouse such strong sensations that we must see them. You can make use of this principle more especially with effective illustrations and strong headlines.

Fourth Principle. The power of an object, or advertisement, to attract attention, depends on the ease with which we are able to comprehend, or read it. Use this principle by making your advertisements easy to read. Do not attempt typographical stunts, giving your advertisement

the appearance of a puzzle. Sometimes I tell the story of a great bargain in the headline alone. The advertisements I write directed to men are to be read almost at a glance. Men are more difficult to reach by advertising than women. The average man buys only when in need. The average woman buys any time she thinks a thing is cheap. Nowadays the woman does most of the buying, but I wish we could so legislate that she would have to do all of it—even to the man's clothes. It would be better for us advertising men. I do not mean to cast any reflections on the woman's judgment, as she knows a bargain when she sees it—reaps the benefit of cut prices—and the man, the average man, does not think there was ever a strictly legitimate bargain offered.

Fifth Principle. The attentive value of an object, or advertisement, depends on the number of times it comes before us, or repetition. You can best utilize this principle by keeping the name of your house, or goods, ever before the people. When a person has the first thought of a purchase, let his next thought be that of your wares, your firm. That's advertising worth something—to know that you are going to get first call when the purchase of anything in your lines enters the buyer's mind.

Sixth Principle. The attentive value of an object, or advertisement, depends upon the intensity of the feeling aroused. We see automobile advertisements with a great big inactive illustration of the machine stating that it is a so-and-so 30, 40 or 60. I want to say that the illustration that sets my want valves working is that of an automobile spinning through the woods, along the boulevard, by the ocean side and along the mountains. It is such a picture that arouses an intense feeling, a most pleasurable feeling—a feel-

ing of acute desire. Attention is a process we feel. In my daily work I dwell on a subject dear to the heart of every woman—that of dress. It is with great intensity of feeling that she reads of the newest in attire, the latest wearables, whether she can afford them or not.

USE EFFECTIVE HEADLINES

The average advertising writer pays too little attention to the matter of construction and does not use his headlines to the best advantage. In my opinion every headline should tell a complete story, especially if it refers to a bargain offer, to get full returns from the glancers. When you state "Regular \$1.00 serge for 79c a yard," in preference to "Special offer of serge," you are going to get better returns, as you will then get before the glancers. The headline tells the story, and will get returns from people just glancing at your advertising, as well as those who read all the bargains or other notices in full.

It has been said that suggestion is many, many times more powerful in retail advertising than argument, and it is a fact. This is certainly true in salesmanship behind the counter, and is only enlarged in importance for the printed notice.

Argument is for the professional buyer, but even he is many times made to reach a decision by the means of suggestion.

So much has been said about the direct command, that I am not going deep into the subject. Suffice it to say that it is strictly in line with the mind action of man or woman, who are prone to do as commanded, unless their reasoning power steps in and tells them it is not for the best. The direct command, when not harshly put forth, is extremely powerful.

STYLES OF CONSTRUCTION.

Judging from the page and smaller advertisements we see in the papers from different parts

of the country daily, there is no end as to style in construction. Yet there is an end to this, if you are endeavoring for the best results.

I class three styles from which you have choice, and it is advisable to make use of all of these.

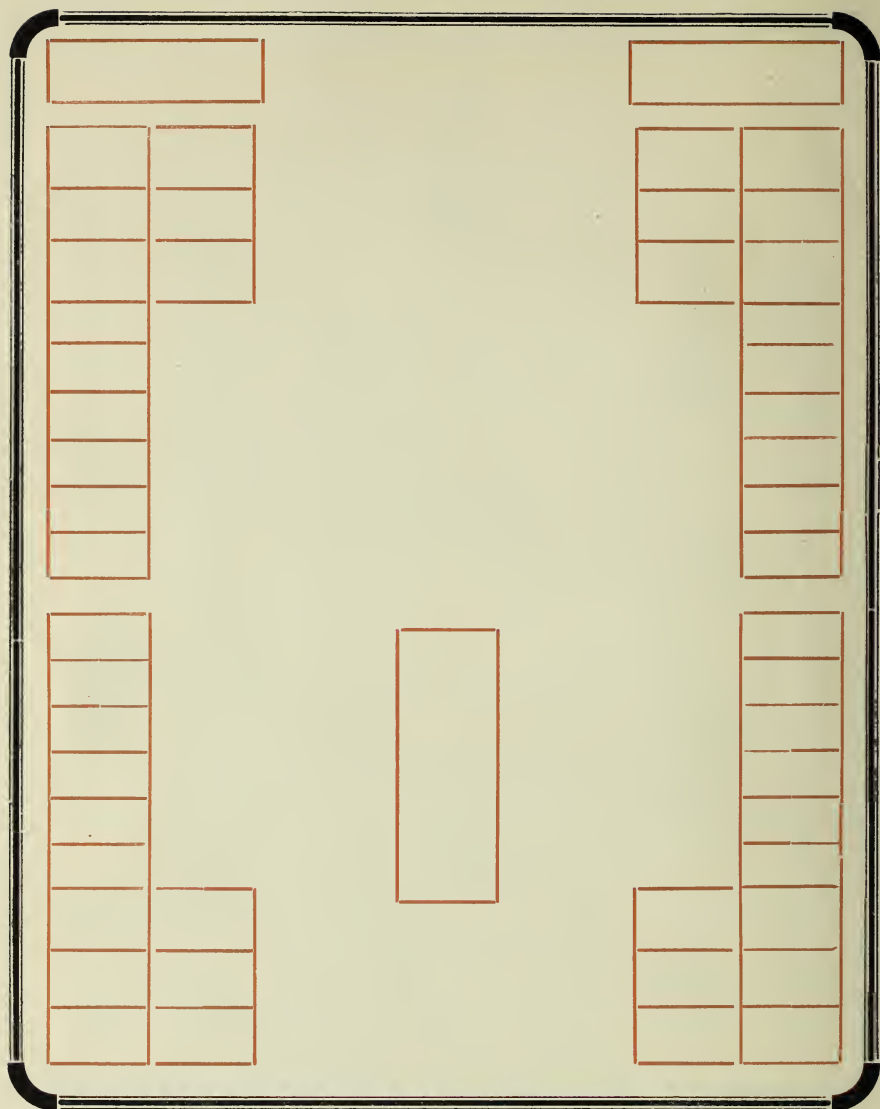
First we have the page filled with items. There is no loss of space, and the only idea is to get as many items into the advertisement without any of them being completely lost. In this style it is advisable to use small boxes—the little squares made by the use of rules—as these tend to break the flat appearance of the advertisement and give a better division of attention.

Next comes the advertisement that makes a feature of white space, all sections being in boxes of pleasing sizes, and does not permit of as many items as the first style. Yet it has its advantages, as the attentive value of the advertisement as a whole is greatly increased, and the chances of the advertisement being read in full is of a much larger percentage.

Then comes the strictly "Store News" advertisement. The above styles are mostly in 7 and 8-point types, but this style should be in 10 or 12-point. The page may be cut up into 5, 6 or 7 columns, and in appearance will be very much like the pages of a newspaper. This class of advertising should embody news of a general nature, as well as merchandise talks and bargain news. The John Wanamaker advertising of to-day is of this character, and ranks as the foremost and most powerful advertising of the land.

It is not within the ability of every man to write copy of this character to the perfection attained by the Wanamaker store, but with the right viewpoint attained—THE NEWS FEATURE—most every man can make his advertising intensely interesting.

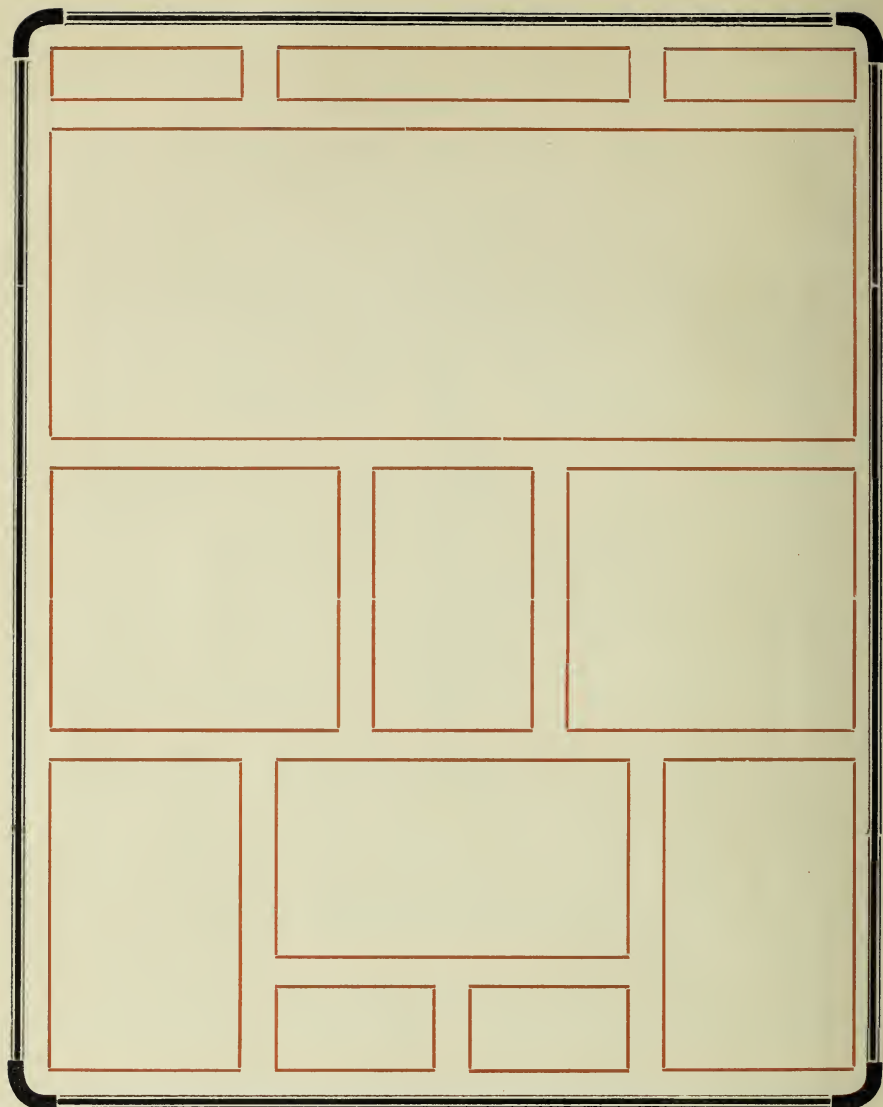
(Continued on page 18)



The above is a miniature diagram of the advertisement of the opposite page, and is the style referred to on page No. 10 as the advertisement filled with items. There is a liberal use of boxes, so that the various offerings will not be lost sight of.

Headlines play an important part when the advertisement is of this construction, to get an equal division of interest.

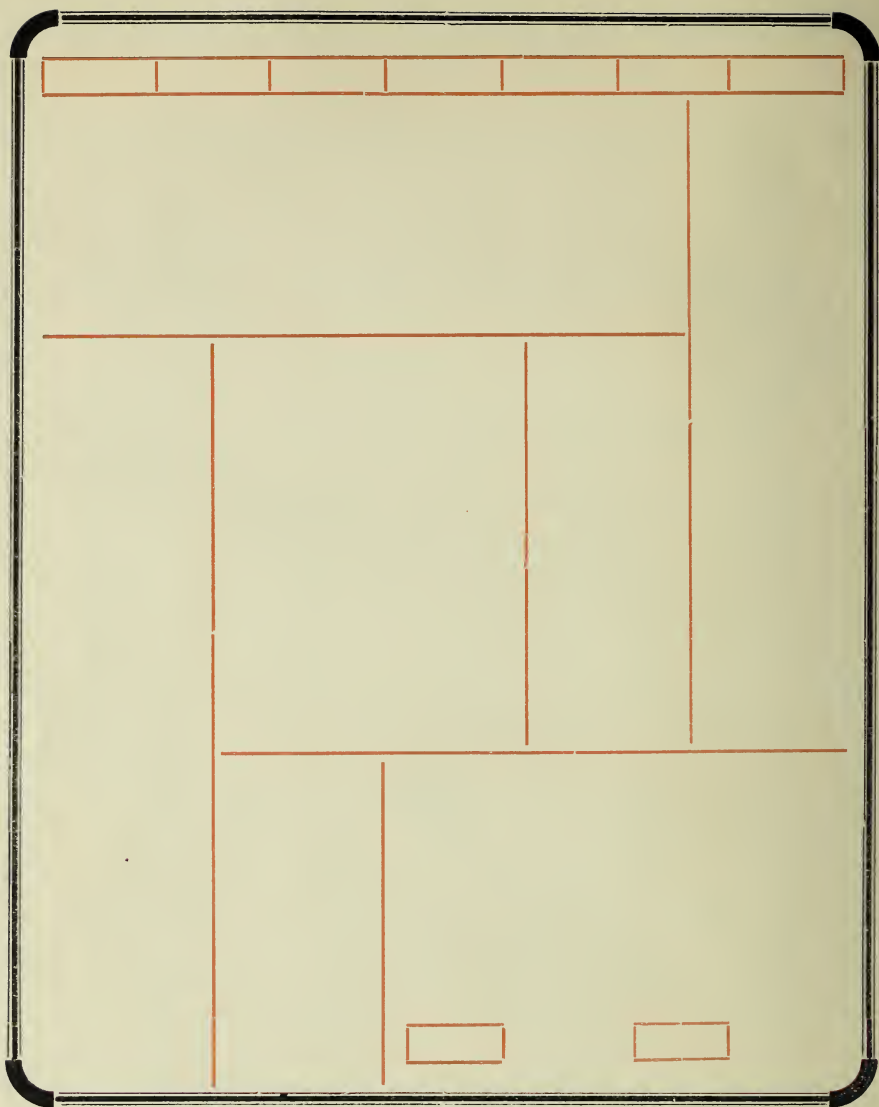
If the life of a department store is its various departments, it follows that the life of a department store advertisement should be its various offerings. But this can only be carried out to such an extent as to allow for the proper display of each item.



This is the diagram for advertisement on opposite page, and white space is featured to give each section full attentive value, and have the advertisement, as a whole, pleasing to the eye.

On the full-size diagram, which is just the same size as a page of the paper in which it is to appear, there is a regular margin of a fourth of an inch around boxes and panels.

This small diagram is not exactly correct in proportions, yet is near enough to express the idea of this style of construction. The printer, understanding that your red lines designate the use of 2-point rules, will have no trouble getting the desired effect.



This diagram is for an entirely different style page advertisement, which is produced on the opposite page. The page is broken up into five columns, and the greater part is set-up in single column, which makes it easy to read. Use 10-point Roman for body of advertisement, and 12-point for any sections wider than single column.

A rule appears in the finished advertisement every place a red line is used on diagram. Additional lines are made between columns in various sections, with a plain lead pencil, but the printer will know from your style that these mean nothing, except as designating width of matter. There is no chance for confusion.

I think it best to make use of all these different styles in construction. It at least will give your house the distinction of having a little diversion in its advertising—do away with that great sameness of many houses' advertising, which seems to prevail from New York to San Francisco and from the Lakes to the Gulf.

It is a mistake to make use of just the same style of advertising for the strictly bargain sale, which is timely at certain seasons of the year, and the page of strictly store news.

Say you will use the first style, a page well filled with items, all properly displayed, for the first Sunday in each month—when you will most likely be putting your best foot foremost for increased business, and when the people will probably read more of your advertising than at any other time of the month. Then the next Sunday you will use the second style, fewer items, all in proportionately arranged boxes—with a little more liberal use of white space, to increase its attentive value. For the following two Sundays you will use the store news style, and get in some good, strong talks about your store features and service.

This action gives you diversion in your advertising, and all the different styles of construction used are strictly good.

PRACTICAL DIAGRAMING

The diagram will prove a big labor saver. To make it a greater labor saver, have your local paper provide you with diagram sheets. If you are using the same border around all your advertisement, this can be printed on the diagram sheet, and then the columns can be made by slightly raised rules when being run through the press. The column line should not be printed,

as too many marks on the diagram will cause confusion. See specimen on page 20.

The diagram should be actual size of newspaper page. This will enable you to take any cut you are going to use, rub the surface over the ink-pad, then make an imprint of it on the diagram. The matter of figuring reductions, where a small diagram is used, is entirely done away with.

With a diagram furnished as above, and most any newspaper will be glad to furnish them to their advertisers, a great saving of time is made. With this much start on your page or smaller advertisement, the next thing to do is to decide on location of the firm name, or signature, the dividing of the space into sections of various size, and the apportionment of the different sections to different departments or lines to be advertised, and locations of illustrations.

One great advantage of the diagram is that when the powers behind the throne ask the Advertising Manager what he is going to do for next Sunday, he puts the diagram before them, and it gives a very clear idea of the advertisement as it will appear when completed. Then, and then only, is the time to make any changes in apportionment of space, etc. It is too late to make changes after a proof has been submitted, and is an injustice to any publication to expect radical changes, unless a charge is made for the additional work. So the diagram is a big help and makes sailing much easier for every one connected with the Advertising Department.

On page 12 you will see a practical diagram, and on page 21 specimen copy sheets as turned in with the diagram. When you are making your diagram, and to avoid confusion, have an understanding with the compositors at the newspaper offices that your plain pencil lines mean nothing,

(Continued on page 22)



This is a reproduction of the full page diagram blank, which you can have printed at a very small price, if the newspaper refuses to furnish you with same. Your regular border, or a plain rule border, should be around diagram. The small dotted lines are not printed, but are simply made by the use of a raised rule in printing.

This blank diagram saves much time, and as the columns appear quite distinctly, you do not lose any time ruling them off.

This diagram sheet should be actual page of paper, so that impressions of cuts to be used can be made in actual size. It is a good idea to print your headlines on the diagrams.

Set in 12 point Niagara--

A DETERMINED EFFORT on our part to clear out what remains of Winter Goods and Garments the following six days, presents the most unusual buying opportunities in all sections of the store. It is the policy of this house not to carry over merchandise from one season into another--it must be practically cleared out, be the loss what it may.

This big Clean-Up Sale is not confined to a few departments, but every section of the store joins in unparalleled bargain-giving to move out this season's goods.

Big Display of New Spring Goods and Garments --24 point Niagara

Never before have we made such an extensive advance showing of Spring Goods and Wearables. Just take a look at our window displays this week, devoted exclusively to an exhibition of the new season's lines. The big collection is being added to daily.

THE GARMENT SECTION is showing new Tailored Wool Suits in variety, advance styles in White Linen Dresses, dainty Lingerie Dresses and other lines of equal interest. We have Tailored and Lingerie Waists--all with the new sleeve--at the most popular prices.

THE PIECE GOODS SECTIONS also filled with the new season's fabrics--Silks, Dress Goods, Fine Wash Goods, White and Colored Linens, and many lines of popular priced

Set in 12 point Roman--12 point figures

THE MOST radical price reductions on this season's lines in the Garment Section this week. New Spring Wearables are now demanding display room and attention.

Our Last-Call Prices on Suits

This week's quotations show

maining stock Set in 8 point Roman--16 point figures
ODD LOT--About
seasons--various
prices--this week
THIS SEASON'S T
\$37.50, for this
THIS SEASON'S T
\$50.00, for this
THIS SEASON'S T
\$85.00, for this w
The most radical
course, size assort
Remaini

Any Coat in the h
Coats, included in th

THE season's very lowest prices also prevail in the Silk Department.

Weaves for evening and street wearables, mostly this season's lines, marked at about the lowest prices we have ever quoted.

Many Sheer Materials to Go at Only 50c a Yard --12 Niagara

CLEAN-UP--Silk Gauzes, Chiffons, Marquisettes and many other Sheer

Silk Fabrics for evening wearables--from this and last season; 50c

worth \$1.50 to \$2.50 a yard--this week go at --12 Niagara

75c and 85c Novelty Silks Marked 25c a Yard

CLEAN-UP--The remainder of the lot of Silks on sale at 35c and 39c a

yard the past two weeks--Persians, Plaids and Novelty Stripes; 25c

regular prices 75c and 85c--now at, yard --12 Niagara

Broken Lines of Finer Pongees 50c a Yard

CLEAN-UP--Pongee Silks suitable for Spring wearables, Salome Silks,

Baronees, Tussock and other Colored Pongees--tans all sold out; 50c

worth \$1.00 to \$1.50 a yard--this week

Special Lot of New Foulards Only 50c a Yard --12 Niagara

JUST IN--New Spring Foulards, received the past week, twilled

face, in several shades of blue, Copenhagen, brown, tan, rose, etc., 50c

25 inches wide--worth 75c a yard--marked

This is a reproduction of three pages of copy turned in with the advertisement on page 13. Each section of the diagram should be numbered, and each piece of copy should have a corresponding number.

This copy is for the 12-point Niagara at top of advertisement, part of the 12-point Roman section opposite the figure, and an 8-point Roman section under the Silks and Dress Goods heading.

It is advisable to put all your display heads on both copy and diagram. As the man who sets-up the heads can take the diagram sheet and do this part of the work, while the compositors working on the body of the advertisement is busy, much time is saved.

that the red lines indicate the use of 1 or 2-point rules, and then make the numbers on your diagram showing where the different pieces of copy go, with a blue pencil. As additional marks will be made on both diagram and copy when it gets into the hands of the compositors, this particular style avoids all confusion.

THE TYPEWRITER SAVES TIME

Adding machines, dictaphones and things without number have been invented and marketed to save that most precious gift to man—time. Yet to this day many advertising writers have not adopted the use of the typewriter, which proves such a great time-saver.

When copy is to be prepared for a limited space, some of them say that they have grown so familiar with the amount of writing it will take that they do not have to figure it, and others make calculations by the square inch. Both are more or less antiquated, and the typewritten copy solves the problem. It solves it, as the typewriter can be set to run line for line with the type you are going to use. With a thorough understanding of the point system, which is explained a little further along these pages, and a scale of type measurements for your typewriter, you can easily supply just the amount of copy required for any given section—not a line too much, which will make the matter crowded; and not a line short, which would require that too many leads will have to be put between the lines to stuff them out and fill the space.

Ragged copy, that is where one or two words run over and make a very short line, is not pleasing to the eye, and greatly reduces the attentive value of an advertisement. By the use of the typewriter broken-off lines are entirely done away with, and when you get a proof of your

advertisement—which the papers furnish for you to make corrections and any minor changes—you will find that all your items are in and occupy the stipulated space.

THE POINT SYSTEM SIMPLIFIED

This book is to be as void of technical phrases as possible, and all measurements are reckoned by inches, rather than so many ems, points, etc. Yet it is important that every man preparing copy be thoroughly familiar with the point system.

A point in type phrase is a seventy-second part of an inch. It means that every inch in the depth of a column will hold 72 points of type. As less than 6-point type is seldom used, on account of its being quite hard to read, only this size and larger will be treated. If a type is 6 point, it will take 12 lines of it to make an inch in depth. If the matter is to be leaded—the lead being a small metal slat of a point thickness—you will have to make some allowance for the leads. So instead of having 12 lines you will figure your matter 10 lines to the inch in depth, and the rules make up the difference, with a little variation, which amounts to nothing.

MAKING THE TYPEWRITER SCALE

It is advisable to get an extra length carriage for your typewriter, as this again saves time. Yet the regular size carriage will answer, as the wider lines can be written in half measure, and you get just the same results.

The ordinary typewriter carriage, which is used for letter writing, is numbered from 0 to 85, 90 and 95, and the extra length carriages up to those numbered from 0 to 120.

We will take an 8-point type, which is more used than any other size for the body of the

larger advertisements. Take a line of any length from the newspaper, copy it on the machine, and see how much it takes to make 2, $2\frac{1}{4}$, $2\frac{1}{2}$, 3 or 4 inches in length. This manner will determine how to make your scale. When you want to get up copy for a space 3 inches deep and 3 wide, you will set the typewriter so as to make a line from No. 0 to No. 55. This line will run line for line with the 8-point type, and as the 8-point type takes 9 lines to an inch when set solid, you will have to supply 27 lines. If the matter is to be leaded—and this is preferable—you will supply only 8 lines to an inch in depth and the point leads will make up the difference.

For the typewriter with standard size type face the following scales apply:

8-point Roman Machine—

Length of Line.	Set Typewriter
2 Inches.....	From No. 0 to No. 36
$2\frac{1}{4}$ Inches.....	From No. 0 to No. 41
$2\frac{1}{2}$ Inches.....	From No. 0 to No. 45
3 Inches.....	From No. 0 to No. 55

And so on to lines of any desired length, doubling up on the narrower one to save time.

10-Point Roman Machine—

Length of Line.	Set Typewriter
2 Inches.....	From No. 0 to No. 34
$2\frac{1}{2}$ Inches.....	From No. 0 to No. 42
3 Inches.....	From No. 0 to No. 50
$3\frac{1}{2}$ Inches.....	From No. 0 to No. 58

12-Point Roman Machine—

Length of Line.	Set Typewriter
2 Inches.....	From No. 0 to No. 30
3 Inches.....	From No. 0 to No. 43
4 Inches.....	From No. 0 to No. 56
5 Inches.....	From No. 0 to No. 69

You can make a scale for type of any size or any series. In some advertisements you will want to use type as large as 18 and 24-point for reading matter, and the scale is made in the same manner.

When you are familiar with the point system, know that every inch in depth means 72 points—that it will take 12 lines of 6-point, 9 lines of 8-point, 7 lines of 10-point, 6 lines of 12-point, 4 lines of 18-point and 3 lines of 24-point for the inch in depth—and that your diagram shows you just what width line you need for a given space, and you set your typewriter for the length line desired, the rest of the mechanical work of copy preparation is child's play.

EMPHASIS OF DISPLAY TYPE

The proper use of type, both reading and display, is more important than many advertising men realize. The first duty of every advertisement is to get attention, and all kinds of types can be effectively used to attract it. Most of the rules governing the proper use of display and text types are set forth in this book. An advertisement easy to read is doubly forcible.

Different announcements call for different styles of type. The Millinery Opening and notices of a like character, New Year's Greetings and Christmas Cards will have much more dignity if set in some more genteel type than used in your daily advertisements. There is just as much difference in type faces as in the delivery of people, and there are times when oratorical typographical stunts are in order.

The larger department stores own their type, and their advertising men can get many splendid effects by making proper use of the various sizes in a series ranging from 8 to 72-point.

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DISPLAYING SMALL SECTIONS

The small sections of a large advertisement will be lost if the proper display is not used. Every section of an advertisement should be displayed in accordance with the space it is to occupy—have some attentive value.

When you write:

Lot of Foulard Silks in good styles, worth 85c a yard, tomorrow at only 69c.

You are not giving the item any display, and it is more or less lost. Here are some constructions that are much stronger:

FOULARD SILKS—Wide range of patterns in the popular Foulard Silks, previously selling for 85c a yard, tomorrow at..... **69c**

FOULARD SILKS Wide range of patterns in the popular Foulard Silks, worth 85c a yard, tomorrow at..... **69c**

69c FOR FOULARD SILKS that have been selling for 85c a yard. You will find a wide range of choice patterns.

It is always best that the name of the merchandise, and not the price, be displayed. Yet the price should be more or less prominent, as everybody wants to know the price of anything they are going to buy.

Boxes are a strong manner of bringing out small sections, and with the name of the merchandise offered for sale displayed at the top, will get the best returns of any style of construction. Use boxes very freely.

SMALL SIZES IN ROMAN TYPE

6 POINT

To get a line of this length on my typewriter I set the scale from No. 0 to No. 67. The first three lines are leaded and the others solid. It will take 12 lines to an inch solid, and when leaded 10 lines to an inch in depth. This type is used more for catalog work, time tables, etc., and most of the newspapers use it for their classified columns. It is very hard to read.

8 POINT

To get a line this length on my typewriter I set the scale from No. 0 to No. 55. It will takes 9 lines of it to make an inch when set solid, and 8 lines when leaded. This size type is much used in department store advertising, but should not be used for a line more than 4 or $4\frac{1}{2}$ inches wide. It is hard to read in longer lines than these widths.

10 POINT

To get a line this length on my typewriter I set the scale from No. 0 to No. 50. It runs exactly 7 lines to an inch when set solid, and is a type very easy to read. You will find it has more attentive value than the smaller sizes. Yet it should not be used for very long lines.

12 POINT

To get a line this length, 3 inches, I set my typewriter scale from No. 0 to No. 43. It runs 6 lines to an inch, and it is very easy to read. Do not use smaller type than this when you are writing advertisements you are directing to the men.

Let me give you a clear view of type and its uses. I am going to compare the different sizes of type to the human voice. The very small type we see in the papers, say 6-point, reminds me of a man with a little, squeaky voice. The 7 and 8-point—that used by most papers for their news columns—compares to an ordinary conversational tone. The larger types, 10 and 12-point, remind me of a man with a very deep, impressive voice. Larger than these sizes we get into display.

When the preacher, the lecturer or the political talker wants to bring out some strong point he raises his voice. In the advertisement this emphasis is represented by a line of display. If the talker's point, or if what you have to say to the reader, is only of minor importance, the former will only raise his voice to a moderate tone, and the advertising writer will indulge in 18 or 24-point display. If what is said is of greatest importance, the speaker will fairly shout at you, and the advertising writer will resort to 36, 48 or maybe 72-point display lines.

And right here is the time to call the advertising man's attention to the proper use of his larger sizes of display type. The 36-point used as the main headline of your advertisement loses its strength if used day after day or week after week. The 36-point represents your height of emphasis, with the exception of your 72-point. When you use your 72-point you have fairly hollered at the top of your voice, and the 36-point is also pretty strong. Now do not holler too much with your type, that is, use 36 to 72-point headlines, but hold your headlines down to 18 and 24-point, so that when you have something of great importance you have the larger types to fall back upon.

DISPLAY TYPES

There are display type faces almost without end—good, bad and indifferent. In selecting an individual series of type for your advertising be sure and get the best adapted to your line of business. There is character in every type face, and with the assistance of the printer, or man in charge of the advertising room of any publication, you can get a series of type which will help to portray the character of your business.

In selecting display types for daily newspaper advertising, do not get those with little ornamental ends on the letters, or styles with hair-lines, as these will soon break off, on account of the severe process of stereotyping. Then, again, the plain faces will be much more readable.

Almost any printer can furnish you with a catalogue from one of the big type founders, which will give you an almost endless variety of selections. Be sure and avoid getting sizes you will have little use for.

On the following pages we show you several variations of the Cheltenham Series, from the American Type Founders Company. The different styles are to be had also in 6 and 8-point, and in larger sizes, ranging 42, 48 and up to 72 point—the last being just 1 inch deep.

You will notice that some of the styles are much easier read than others, and this fact should be taken into consideration when you make a selection.

Get medium black display types, so that when they are used they will not overshadow the smaller type used in the advertisement. All the advertisement, including the border, should harmonize to have the greatest attentive value; be pleasing to the eye. No part of it should detract too much from another.

(Continued on page 37)

36 Point

SUBSCRIBE
Editorial Stimulated
Unmistakable

30 Point

RESOURCES
Conditions Remain Same
Grand Institution

24 Point

INTRODUCING
Romantic Tour of Switzerland
Lakes Zurich and Thun

18 Point

MODERN
Policemen Mention
Strongest Race

14 Point

KIND WORDS
Enthuse and Contribute
Wonders Toward

12 Point

DEMURE COUSIN
Declined Invitation to Races
Because of Horses
Record \$1234567890 Speed

10 Point

COMING MUSIC
Rehearsal of Several Dramatic
Speculations for Winter
Contain Some Beautiful Pieces
Sure to Elevate the Mind

Cheltenham Bold

36 Point

CHARACTER Enlist Season Hunters

30 Point

OCEAN STEAMER Manufacturing Association

24 Point

FIRST REHEARSING Refined Theatrical Performance November Fifteenth

18 Point

REMARKABLE DISPLAY Elaborate Showing Beautiful Mechanism Imported Automobile Products

14 Point

CONTINUOUS EXHIBITIONS Muscular Gentlemen Show Wonderful Endurance Exhibit Some Marvelous Features

12 Point

BUSINESS TRANSACTION
Establishments Change
Hands to Improve Conditions

10 Point

NEW MACHINE ON MARKET
Labor-Saving Devices Soon
Revolutionize Conditions Among

Cheltenham Bold Condensed

36 Point

**UNITED KINGDOMS
Manipulate Amicable Peace**

30 Point

**MINISTERING CHILDREN
Defeated Elimination Counsellor**

24 Point

**EXCURSION BEARING NORTH
Maidens Detaining Frivolous Youngsters**

18 Point

**HONORABLE GENTLEMEN ATTACKED
Embraced Beneficial Results Obtained Gamboling
Through Densely Wooded Country**

14 Point

**FOUR OBSCURE HIGHLAND KNIGHTS MOUNTED
Intelligent Workers Received Several Excellent Inducements
For Advancement Through Natural Channels**

12 Point

**PERUSE CHARACTER SKETCHES
Recollect Numerous Pleasant
Fireside Reveries Gained Listening**

10 Point

**PICTURESQUE ROADSIDE SCENERY
Gigantic Oaks Calmly Waving
Luxuriant Foliage October Moonlight**

Cheltenham Bold Condensed Italic

36 Point

FRENCH HUNTERS

Beautiful Mountain Homes

30 Point

MEMBERSHIP EXCUSED

Important Document Unearthed

24 Point

SECOND GERANIUM EXHIBIT

Enchanted Gardens Received Attention

18 Point

DEMURE NEIGHBORS MENTIONED

***Students Create Considerable Excitement Abroad
Sarcastic Remarks Denounced***

14 Point

STRINGENT MEASURES PROMOTE HARMONY

***Indignant Delegates Gracefully Accept Strenuous Reprimand
Unmeasured Language Scored Heavily***

12 Point

HISTORICAL MANSIONS

***Antique Ornaments Richly Bronzed
Foreign Souvenirs***

10 Point

RAILROAD SECURITIES

***Advance Shows Prosperous Conditions
The Greatest Ever Known
Development of Steel and Iron Industry***

Cheltenham Bold Extended

36 Point

ROUNDERS
Bright Mansions

30 Point

CONGESTED
Humorous Remark

24 Point

MERCHANDISE
Distinctive Conceptions
Advocated

18 Point

NUMEROUS DESIGNS
Beautiful Ornaments Secured
Curious Statuary

14 Point

CHARMING FOREIGNERS
Delightful Receptions Recently Given
Magnificent Costumes

12 Point

ROSEBUSHES
Remarkable Creation

10 Point

ENTERPRISING
Unsophisticated Printers

Cheltenham Wide

30 Point

BORDER DESIGNS

Distinctive Style and Quality
Useful Ornaments

24 Point

MODERN SPECIMENS

Original and Splendidly Designed
Characteristic Beauty

18 Point

ENORMOUS PRODUCTIONS

Unlimited Resources to Meet the Demand
Remarkable Achievement

14 Point

SUMMER TOURS

Steamer Leaves Saturdays
East River Pier
Nova Scotia Resorts

12 Point

INCREASED BUSINESS

Sure to Follow an Investment in
Cheltenham Wide
Spend \$1234567890 Buys

11 Point

RESOURCES OF CHINA

Waves of Progress Are Sweeping
Over the Kingdom
Marvelous Strides Made

10 Point

NUMEROUS INVENTIONS

Manufacturers Will Exhibit Various
New Machinery
Marine Engines and Boilers
Exhibit Opens Monday Evening

Cheltenham Oldstyle

30 Point

RICE GYMNASIUM
Instruction in the Art of Defense
Meridian Boulevard

24 Point

GRAND CELEBRATION
Sixth Regiment of Continental Guards
Entertain Darnham Hussars

18 Point

FOR COMFORT AND SAFETY
Auditorium Renovated in Most Approved Style
For the Fall and Winter Season

14 Point

PRIVATE BOXES
Suitable for Social Gatherings
Visiting Sightseers
Eight Comfortable Seats

12 Point

SPECIAL MATINEES
Tuesday and Saturday Afternoons
Reduced Prices Prevail
Begins \$1234567890 Ends

11 Point

SOUVENIR PROGRAM
Given to the Ladies and Children at
Matinee Performances
Carnages Called Free of Charge

10 Point

GENERAL INFORMATION
Patrons Desiring to Rent Opera Glasses
Will be Courteously Served
at Moderate Charge
On Application at the Box Office

The attentive value grows as type increases in size. Yet the line must be drawn somewhere, if we want to get some good, sound selling points in the advertisement, and at the same time do not want to use the whole paper. Larger types than 72-point are, of course, practical in various headlines and advertisements.

SCALE FOR HEADLINES

If you want your advertisement pleasing to the eye, and greatly increase its attentive value, you must have what might be termed regular headlines—regular in size. If there is no regularity in the construction of headlines, the advertisement will look ragged.

So make a scale for your headlines. If you are going to use a 36-point headline, and have no scale to go by, you may get in a letter or so too much, which will cause the headline to be set in the next smaller size type, and will make a shorter, ragged-looking line.

It is very easy to make a scale to cover this work. The chances are you will use 12, 18, 24, 36, 48, 60 and maybe 72-point type for your headlines of different size. After you have a specimen line of each, which the newspaper will cheerfully furnish you, count the number of letters—spaces between the words count the same as a letter—for heads from 1 to 7 column, in the size type best adapted to width of head. Make your scale accordingly.

Headline Suggestions—If you are going to use a 36-point headline for the page announcement, drop to 24-point for 3, 5 and 6-column heads, and use 18-point for double column sections, and both 18 and 12-point for single column heads. This will give you a pleasing arrangement; an attractive looking page.

Use of Borders—So much has been said for and against the use of borders, that there seems to be more than one side to the question. Yet I believe in the right kind of borders. I think the proper border will lend attentive value to an advertisement. I know that a neat picture frame greatly enhances the beauty of a picture, and take my stand from this fact.

The kind of a border you want is a light or medium black border, which appears only as being part of the background of the advertisement. If you use a heavy black or fancy border, *it has attentive value to itself, and detracts from the advertisement.* If you are going to make use of a heavy border, have it relevant to the merchandise advertised. Take an automobile tire advertisement, and a heavy border made of small tires would add to the attentive value of the advertisement as a whole. Take a machinery advertisement and have a heavy border made of a chain, or small parts of machinery, would prove very effective. A big sale of straw hats, with a border made of straw, or small straw hats, would certainly attract attention to the advertisement itself.

After you have selected a border of the right kind, use it for all your advertisements, as it will give your work more individuality. Borders cost little, so if the newspaper will not give you an exclusive border—one not to be used for other advertisements in the same paper—buy one. After awhile the people will know your advertisement by the border. They will get so familiar with your style of construction and border, that should your name be left out of the advertisement, most of the people would know it was your firm's announcement.

GOOD-WILL ADVERTISING

I have found it a very profitable diversion in daily advertising to start in and give a lot of space to the advancement of some charitable work or organization. This kind of advertising should be of the conversational style—breezy and interesting.

When you make up your mind to help some good cause along, let it be something that most every person is interested in. Do not get into politics, for regardless of the fact that you may be on the winning side, you are sure to make some enemies for the store.

When you help such worthy causes as the free kindergarten, public playgrounds, Y. M. C. A. and Y. W. C. A. buildings, good roads in the country, good streets in the city, additional paved walks, filtration plant to give everybody pure water, and the advocacy of other undertakings which will meet with the endorsement of most all the people of your city, is the most powerful good-will advertising I know of. In the end it is the best kind of advertising your money can buy, as the good-will of the people is something your business can cash-in on.

RECORDS AND APPROPRIATIONS

It is not hard for you to determine just what percentage of your gross business you can afford to spend for advertising, and the percentage basis is about the only means you can employ to arrive at any satisfactory conclusion.

Some lines will not stand more than 1, 2 and 3 per cent, while others can well afford to run up into 10, 12 and 15 per cent. It all depends on the class of merchandise you are selling. The department store does a large volume of business, and its percentage of gross sales for advertising is small. Yet this percentage, when it is divided

up for different departments of the store, ranges all the way from one-half to 6 and 7 per cent.

It is advisable to keep a very close record on the results you are getting from the expenditure of your appropriation. If you are dealing with several buyers in an organization, have them give you reports from special sales, etc. If a buyer's department is making an extra good showing, his appropriation should be increased. If another buyer's department is only showing a normal increase of business, there should not be any change in his appropriation. But when you find a department is doing very poorly, not getting its share of the business, it is well to simply disregard the appropriation altogether, and spend a bunch of money to get it on its feet again. Of course this may not relieve the situation, as the buyer or salespeople, or the location of the department, may be the cause of inactivity.

THE BEST MEDIUMS

It is generally conceded that the daily newspaper is the best medium for retail advertising. All kinds of advertising is of value, but what you want is the best.

You can reach the crowned heads of Europe through an advertisement in the newspapers, and in this form you can go into the most exclusive homes of any city, and reach one and all classes of people. People expect to see advertising in their daily newspaper. On account of custom, it is the natural place for the advertisement. You cannot force people to read your advertising, yet in the daily newspaper it is your privilege to place it before them. You give the people advertising at the psychological moment; when their minds are in a receptive mood, and your announcements will be well received.

Now take the other extreme. You can give people advertising when they do not want it; when they almost turn against you for placing it before them. Take the free motion picture shows made possible at public parks and like places, by the operator getting advertising slides to run at a weekly or monthly price. The people know that your advertising makes these free pictures possible, yet they do not want to see your advertising, and when your slide appears, along with the others, they get impatient. They want to see the moving pictures, and even if your advertising is placed before them, they are far from being in a receptive frame of mind to receive it, or be influenced by it.

Other kinds of advertising can be used to an advantage, but not until you feel sure that you are doing all you possibly can in the newspapers. It is not a bad idea to be doing a little general advertising as the years roll by, as most of this class of advertising tends to advertise the business more and the merchandise less.

Some of the largest stores of this land are taking this action. They are cutting down on their special advertising, depending on the advertising of the store, together with their exceptional store service, for increased business. Of course any change of this kind is only possible for a thoroughly established business.

NATIONALLY ADVERTISED GOODS

Millions upon millions of dollars are being spent by manufacturers and wholesalers advertising their lines. Most of this advertising appears in magazines and national weekly publications. As a rule, these lines are of great merit, and must be what is termed repeaters to attain success. The fact that a certain line appears before you week after week in your favorite magazine

almost thoroughly establishes it as being a product of absolute merit.

It is a good idea for the retailer to reap the benefits of this national advertising. First, the goods must be placed in stock, then the people must be told that you have the goods. That's all they will need to know—that you have the article wanted. It is a fact that most sales of nationally advertised goods or articles are *made in the home*, and by means of the advertisements in the magazines and weekly publications. The people simply come to your store *to get them*.

The selling of nationally advertised goods tends to reduce the cost of your doing business, as the sale is virtually made before the customer ever enters your store, and all your salespeople have to do in most cases is to take the money and hand over the goods.

HAVE BRANDS OF YOUR OWN

You will find it very beneficial if you will have some branded lines of your own. Of course it will take several years, and lots of good advertising, to thoroughly establish these, yet when once established they are a big asset to the business.

The guarantee of the local merchant is much stronger than that of some manufacturer located hundreds and thousands of miles away, and this fact alone will help you in establishing your own private brands of hosiery, gloves, underwear, shoes or almost any line of merchandise sold in any kind of a store.

GET YOUR ADS IN ON TIME.

With the exception of the larger and better organized Advertising Departments, there is a tendency to wait until the very last minute to get advertisements in to the daily papers.

This is an injustice to everybody concerned.

It is beyond the power of man to run any big business without occasional mistakes creeping in. To make mistakes is human; to guard against them is wisdom.

When in your ad it appears "Regular 75c Caps for 25c," and you intended the price to be 52c, it's very bad. You do not want to take advantage of the newspaper's mistake; neither do you want to stand the loss. The mistake occurred because the figures were transposed, which quite often happens.

It's best to see proofs of all your ads. To get proofs, copy must be in on time.

Ads sent in to the evening papers at 9, 10 and 11 o'clock the day of issue are an abomination unto the Lord. Copy in too late to see proofs, and if the paper makes a mistake it will go through. Send your ads in to evening papers the day before issue.

Ads for the morning papers should be in a day ahead of time, which will enable you to get proofs and make any necessary corrections or important changes. The buyer or advertising manager who can not see this far ahead in the conducting and planning of business is certainly near-sighted.

So if you are after efficiency in your advertising, get your ads in early. And it is a fact that you are often favored with position, and get in all the early mail editions, just because your ads are in before the other fellow's.

“Reducing the Cost of Selling”

BY A. G. CHANEY

For Department Stores, Cloth-
ing and General Stores

SHORT AND TO THE POINT

A little booklet dealing with Or-
ganization Work, Proper Author-
ity, Store Management, Floor-
men, Salespeople, Store Policies,
Proper Salary Distribution, Old
Age Pensions, A d v e r t i s i n g
Waste, Show Windows, Delivery
System, Wrapping and Charge
Service, B r a n d e d Goods, Etc.

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